

ORDER

**WOOD**

Orders

Order / Rev: 208136

Alt Order #: 6855344

Product Desc: MI-6

Estimate: 3237

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 09/24/12 / 09/24/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: National Media

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Upton for All of Us

Demographic: A35+

Product Codes: PL1

Priority: P4

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID: IN16589

Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	53	\$25,825.00	\$21,951.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$25,825.00	\$21,951.25	0.00
Totals	53	\$25,825.00	\$21,951.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	36%	\$25,825.00
Market	100%	\$71,736.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$717.36
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	63%	\$45,193.75
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/16/12	10/16/12	5am Daybreak	CM	5a-6am	-T-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NWS8-DYBRK E E															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$150.00		0.00			
E 2	WOOD	10/17/12	10/17/12	5am Daybreak	CM	5a-6am	--W----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show M-F											
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$650.00			0.00			
E 15	WOOD	10/22/12	10/22/12	Today Show M-F	CM	658-9a	M-----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$650.00			0.00			
E 16	WOOD	10/20/12	10/20/12	Daybreak Sat @6am	CM	6-7a	-----S-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
				Daybreak Sat 6am											
				NW8DYBK SA E E											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$150.00			0.00			
E 17	WOOD	10/20/12	10/20/12	Daybreak Sat @7am	CM	658-8a	-----S-	:30	1	\$275.00	P4	0.00	NM	1	\$275.00
				Daybreak Sat@7am											
				NWS8 DAYBK SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$275.00			0.00			
E 18	WOOD	10/20/12	10/20/12	Today Show Sa	CM	758-10a	-----S-	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
				Today Show Saturday											
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$375.00			0.00			
E 19	WOOD	10/21/12	10/21/12	Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				Daybreak Sun @6am											
				NW8DYBK SU E E											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$125.00			0.00			
E 20	WOOD	10/21/12	10/21/12	Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Daybreak Sun @7am											
				NWS8 DAYBK SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$250.00			0.00			
E 21	WOOD	10/21/12	10/21/12	Today Show Su	CM	758-9a	-----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
				Today Show Sunday											
				SUN TODAY-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$600.00			0.00			
E 22	WOOD	10/16/12	10/16/12	Noon News	CM	12-1p	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				News 8 @ Noon											
				NEWS 8 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$225.00			0.00			
E 23	WOOD	10/17/12	10/17/12	Noon News	CM	12-1p	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				News 8 @ Noon											
				NEWS 8 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$225.00			0.00			
E 24	WOOD	10/18/12	10/18/12	Noon News	CM	12-1p	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				News 8 @ Noon											
				NEWS 8 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$225.00			0.00			
E 25	WOOD	10/19/12	10/19/12	Noon News	CM	12-1p	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				News 8 @ Noon											
				NEWS 8 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$225.00			0.00			
E 26	WOOD	10/22/12	10/22/12		CM	12-1p	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon															
NEWS 8 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$225.00		0.00			
E 27	WOOD	10/16/12	10/16/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$675.00		0.00			
E 28	WOOD	10/17/12	10/17/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--W----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$675.00		0.00			
E 29	WOOD	10/18/12	10/18/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---T---	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$675.00		0.00			
E 30	WOOD	10/19/12	10/19/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	----F--	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$675.00		0.00			
E 31	WOOD	10/22/12	10/22/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$675.00		0.00			
E 32	WOOD	10/16/12	10/16/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	-T-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,125.00		0.00			
E 33	WOOD	10/18/12	10/18/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	---T---	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,125.00		0.00			
E 34	WOOD	10/22/12	10/22/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	M-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,125.00		0.00			
E 35	WOOD	10/17/12	10/17/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	--W----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEW 8 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$675.00		0.00			
E 36	WOOD	10/16/12	10/17/12	WOOD News @ 430am WOOD News @ 430am	CM	430-5a	-TW----	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
MARANDA: WHERE U LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TW----					2	\$50.00		0.00			
E 37	WOOD	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	330-7P (3:30 PM-7:00 PM)	-----S-	:30	2	\$450.00	P4	0.00	NM	2	\$900.00
NCAAF: BYU@ND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$450.00		0.00			
E 38	WOOD	10/21/12	10/21/12		CM	7-8P	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FB Night in Amer Pre Gam Football Night in America (7:00 PM-8:00 PM) NFL: PITT@CIN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 39	WOOD	10/16/12	10/16/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- T- - - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - T- - - - 1 \$900.00 0.00															
E 40	WOOD	10/17/12	10/17/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- - W- - - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - W- - - - 1 \$900.00 0.00															
E 41	WOOD	10/18/12	10/18/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- - - T- - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - T- - - 1 \$900.00 0.00															
E 42	WOOD	10/19/12	10/19/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- - - - F- -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - - F- - 1 \$900.00 0.00															
E 43	WOOD	10/22/12	10/22/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M- - - - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M- - - - - 1 \$900.00 0.00															
E 44	WOOD	10/20/12	10/20/12	LN Sa Saturday News 8 @ 11	CM	11-1130p	- - - - - S-	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - - - S- 1 \$900.00 0.00															
E 45	WOOD	10/21/12	10/21/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	- - - - - S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - - - S 1 \$500.00 0.00															
E 46	WOOD	10/16/12	10/16/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- T- - - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - T- - - - 1 \$300.00 0.00															
E 47	WOOD	10/17/12	10/17/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- - W- - - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - W- - - - 1 \$300.00 0.00															
E 48	WOOD	10/18/12	10/18/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- - - T- - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - T- - - 1 \$300.00 0.00															
E 49	WOOD	10/19/12	10/19/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- - - - F- -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 - - - - F- - 1 \$300.00 0.00															
E 50	WOOD	10/22/12	10/22/12		CM	1135-1235a	M- - - - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00

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				Tonight Show/Jay Leno											
				Tonight Show w/ Leno											
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----		1				\$300.00		0.00			
E 51	WOOD	10/20/12	10/20/12	SNL	CM	1130p-1a	-----S-	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-		1				\$600.00		0.00			
													Totals	53	\$25,825.00